AHAM
NEWS RELEASE
A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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JUNE MARKS RECORD MONTH, QUARTER AND HALF-YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped 4.8 million units in June, 12.8 million in the second quarter and 24.3 million in the first half of 1987, establishing new industry records for these periods, reports the Association of Home Appliance Manufacturers (AHAM).

June shipments of 4.8 million units also established a new record month, surpassing the previous monthly record by over half a million units.

Monthly shipments increased by more than 700,000 units over the same period one year ago, and year-to-date shipments gained over 2.2 million units for increases of 17.2% and 10.1%, respectively.

The Association issued a slight caution, however, concerning these latest statistics. Comparison of 1987 figures to those of 1986 are somewhat skewed because some companies included more business days as June business this year than in 1986. This inflated the monthly, quarterly and half-year figures to some degree.

Prevailing hot, humid conditions created a strong demand in home comfort appliances, which accounted for over one-third of June's shipment gain. Compared to year-ago levels, June shipments of seasonal appliances -- room air conditioners (655,700 units) and dehumidifiers (118,100 units) -- increased by 50.7%.

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Record-high monthly levels of refrigerators (820,700 units) and automatic washers (602,100 units) accounted for another third of June's shipment gain.

June shipments were also strong for four appliances which set new June records: microwave ovens (over one million units), dishwashers (369,200 units), electric dryers (330,800 units) and gas dryers (95,300 units).

Microwave ovens, long the leader in major appliance sales growth, are beginning to level off as the percentage of U.S. households owning the appliance reaches high saturation levels. Approximately two-thirds of all homes currently have at least one microwave oven.

Year-to-date figures are exceeding industry expectations for 1987 shipments, which, according to the latest forecast, are expected to surpass the 1986 record and reach 45.6 million units.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1987

	JUNE			CALENDAR YEAR TO DATE			CALENDAR QUARTER		
	1987	1986	% Change	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,797.4	4,092.1	17.2%	24,261.6	22,026.8	10.1%	12,756.5	11,761.4	8.5%
COOKING - TOTAL	1,294.3	1,187.5	9.0%	7,268.1	7,188.3	1.1%	3,534.8	3,612.4	-2.1%
ELECTRIC RANGES - TOTAL	289.1	300.9	-3.9%	1,633.9	1,584.2	3.1%	826.2	825.2	0.1%
Free Standing	229.1	247.2	-7.3%	1,312.5	1,299.1	1.0%	664.2	678.7	-2.1%
Built-In	60.0	53.7	11.7%	321.4	285.1	12.7%	162.0	146.4	10.7%
MICROWAVE OVENS/RANGES**	1,020.6	902.9	13.0%	5,717.5	5,694.6	0.4%	2,749.4	2,833.2	-3.0%
HOME LAUNDRY - TOTAL	1,028.2	817.1	25.8%	5,256.9	4,651.7	13.0%	2,603.6	2,356.6	10.5%
AUTOMATIC WASHERS	602.1	493.5	22.0%	2,978.7	2,694.9	10.5%	1,516.1	1,398.7	8.4%
DRYERS - TOTAL	426.1	323.6	31.7%	2,278.2	1,956.7	16.4%	1,087.5	957.9	13.5%
Electric	330.8	254.8	29.8%	1,776.2	1,534.9	15.7%	849.9	755.7	12.5%
Gas	95.3	68.8	38.5%	502.0	421.8	19.0%	237.6	202.2	17.5%
KITCHEN CLEAN UP - TOTAL	744.6	742.9	0.2%	4,359.8	4,044.0	7.8%	2,108.5	2,031.1	3.8%
DISPOSERS	356.1	410.1	-13.2%	2,236.9	2,098.6	6.6%	1,055.5	1,028.6	2.6%
DISHWASHERS - TOTAL	369.2	317.1	16.4%	2,011.1	1,856.0	8.4%	1,000.6	954.9	4.8%
Built-In	347.3	299.0	16.2%	1,887.8	1,742.0	8.4%	943.1	902.5	4.5%
Portable	21.9	18.1	21.0%	123.3	114.0	8.2%	57.5	52.4	9.7%
COMPACTORS	19.3	15.7	22.9%	111.9	89.4	25.2%	52.4	47.6	10.1%
FOOD PRESERVATION - TOTAL	956.6	831.1	15.1%	4,006.6	3,677.1	9.0%	2,284.0	2,155.0	6.0%
REFRIGERATORS	820.7	691.5	18.7%	3,396.5	3,085.0	10.1%	1,944.6	1,810.5	7.4%
FREEZERS - TOTAL	136.0	139.7	-2.6%	610.1	592.0	3.1%	339.4	344.5	-1.5%
Chest	77.4	76.2	1.6%	341.9	321.4	6.4%	191.3	187.8	1.9%
Upright	58.6	63.4	-7.6%	268.2	270.6	-0.9%	148.1	156.8	-5.5%
HOME COMFORT - TOTAL	773.8	513.5	50.7%	3,370.1	2,465.7	36.7%	2,225.6	1,606.3	38.6%
ROOM AIR CONDITIONERS	655.7	426.9	53.6%	2,829.8	2,063.7	37.1%	1,863.4	1,335.9	39.5%
DEHUMIDIFIERS	118.1	86.5	36.5%	540.4	402.1	34.4%	362.2	270.4	33.9%
GAS RANGES***	178.6	181.0	-1.3%	1,017.6	944.5	7.7%	493.5	479.9	2.8%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

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GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,534	14,611
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,336	3,271
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,732	2,674
Built-In	817	881	756	555	498	417	563	577	574	598	604	597
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,379	11,517
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,164	9,961
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,830	5,678
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,830	5,678
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,334	4,283
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,379	3,339
Gas	736	757	768	682	640	584	672	754	834	936	955	944
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,507	8,444
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,314	4,261
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	3,990	3,975
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,735	3,720
Portable	651	586	504	384	291	214	262	246	248	255	255	255
COMPACTORS	277	300	293	235	191	148	157	182	177	194	203	208
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,714	7,758
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,482	6,534
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,232	1,224
Chest	852	835	1,039	963	889	726	702	650	634	661	665	662
Upright	746	686	902	789	717	614	639	631	602	561	567	562
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,679	3,640
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,109	3,063
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	570	577
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	45,598	44,414
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of June, 1987
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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